

February 14, 2005

Chairman Phil Isenberg
MLPA Blue Ribbon Task Force
c/o The California Resources Agency
1416 Ninth Street, Suite 1311
Sacramento, CA 95814

Dear Chairman Isenberg,

I am writing to you from Patagonia, Inc. We are a company that is not only devoted to making the best outdoor clothing but we are committed to supporting environmental initiatives world-wide. We, as a business, believe that the health of our home planet is the bottom line. David Brower said, "there's no business to be done on a dead planet". At Patagonia, the protection and preservation of the natural environment is not just something we do after hours or when we finish our regular work - it's the reason we are in business. We are located in Ventura, California. Our company's corporate campus sits alongside the Ventura River that flows directly to the ocean. Many of our employees and their children spend hours in the ocean each day, not to mention relying on it for the food it provides and for the litmus test it offers as to the health of the planet. Because of the strong ties between Patagonia and the ocean, I welcome the state's renewed commitment to implementing the Marine Life Protection Act (MLPA), and your role in that effort.

The U.S. Commission on Ocean Policy and the Pew Oceans Commission recently concluded that our oceans are in trouble. California's economy, and especially its tourism economy depends on a healthy coast and ocean. The network of marine reserves and other marine protected areas the state will establish as a result of the MLPA process are essential to ensuring that California's ocean environment will thrive and benefit current and future generations of Californians.

Thank you again for your work to improve the health of California's world-renowned coast and ocean.

Sincerely,

Michael Crooke
CEO, Patagonia, Inc.